

BMX NEW ZEALAND REBRAND

Designer— Reuben Gilchrist



PROBLEM

Existing branding does not hold any national standing, it is not directly identifiable as a New Zealand brand.

BMX New Zealand is trying to attract new riders to the sport with an ageing brand identity.

SOLUTION

Design a Logo that encompasses aspects of BMX racing while obtaining a symbol of national standing.

Bring the brand of BMX New Zealand into the present.
By developing an identity that is modern yet true to the sport of BMX racing.

BMX NEW ZEALAND

OUR PURPOSE

WHAT

Promote BMX racing as the ultimate sports activity.

HOW

By providing the required infrastructure, services and opportunities for our volunteers, riders and coaches, all with the goal to have fun and thrive in this great sport.

BMX NEW ZEALAND BRAND VALUES

DIRT

Determination

We are determined to provide our riders with a framework that offers opportunities and pathways, to compete at any level of the sport.

Inclusiveness

We encourage anyone and everyone to ride, diversity strengthens our community.

Respect

We teach our members to have a winning attitude and to be modest in victory and gracious in defeat.

Teamwork

We are united in our goals and pursuit of promoting the sport of BMX across New Zealand.

LOGOMARK

CONCEPT

The mechanical start gate is an iconic figure in BMX racing, the rider who exits first gets to pick the best line to race.

The fern is also an iconic figure that has been used to represent national sports teams of New Zealand.

The mark has been influenced by these elements. Presented in minimalistic style, it's purpose is to convey a message of national standing and motion.

LOGOMARK



LOGOTYPE

CONCEPT

The logotype has been designed in a modern style to bring the brand of BMXNZ into 2021 and beyond.

The logotype has been designed to be paired with and complement the logomark.

LOGOTYPE

The letter forms have been embellished with acute angles in reference to the various jumps and obstacles found on a BMX race track.



BMX

HORIZONTAL LOGO



VERTICAL LOGO



PRIMARY COLOURS



SECONDARY COLOURS



SECONDARY COLOURS



A FRESH FACE TO MATCH ONGOING PROGRESS

BMXNZ embarked on a process some years ago, as a step to bring our sport brand out of the early years and into modern times. The sport needed a nod to our national pride, yet with a connection to the sport, we love. The journey has taken a handful of attempts and restarts to get to a position of an agreement to move forward, as design & identity means very different things to many different people.

While some rebrands celebrate new starts, our new identity, has been built to show our pride in our country and sport, and reflect the current maturing of BMXNZ into an open and fair sporting body, working non-stop for its clubs and regions.

The new logomark is a symbol of a start, the start of a race, the start of the track, the start of cycling for the younger riders, the start of the process to represent the fern for some of our most talented.

The new identity adds pride, identity as kiwis, maturity of the sport and puts our BMX brand on the level as a National and International body.

Our call to the sport now is to get behind this progressive step forward, be proud of the BMX fern and our start gate to some amazing riding, racing and sport.

The rollout will become more prominent in the coming season, but we will start with progressive steps to make sure we are on track to put a strong Kiwi and BMX identity into all that we do.

Dion Earnest

BMXNZ Executive Officer